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Do We Believe on Television Advertisements?

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Abstract:

Advertising is powerful medium of mass communication, particularly TV advertising. The need and importance of advertising is increasing day by day. All the companies want their product to be at the top in the so the companies spend a lot on advertising, marketing and promotion of their product. This project deals with the study on "Believe on TV advertisements among viewers in Delhi". The objective of the study is to analyze the Believe on Various kinds of TV advertisements and what kind of advertisement is more preferred. The research design undertaken for the study was descriptive research and convenience sampling method is used and the sample size consist of 176 respondents. Simple percentage method, various comparatives tables and various comparatives charts are used to analyze the data collected and the results of the study shows that the overall Advertisements on TV are still Believable.

1. Introduction

The act or practice of calling public attention to one's product, service, need, etc., especially by paid announcements in newspapers and magazines, over radio or television, on billboards, etc is called as Advertising and our main focus is on advertisements on TV Media. TV Advertisements play a major role in persuading, informing and reminding both potential and existing customers towards making a brand decision. It plays a vital role in shaping dreams and aspirations and helps customer take conscious product and brand decisions. Advertisements with Visual, motion and sound make it easy for audience to remember the product for longer time. TV play a vital role in positioning of Brand and products, some products or brands will hold a stronger position in the mind of the customers compared to others from the same category. Position of a brand in the mind of the customer is always relative. When a brand's name is recalled before others it is called top of the mind positioning of that brand. Advertising also helps in creating Top of the Mind Awareness of a brand and aims at facilitating brand recall.

2. Definition Of Advertising

The American Marketing Association defines Advertising as "any paid form of non personal presentation and promotion of Ideas, goods or services by an identified sponsor."

According to Dunn and Barbon "Advertising is paid, non-personal communication through various media by business firms, non-profit organizations and individuals who are in some way identified in the advertising message and who hope to inform or persuade members of a particular audience."

3. Tv Advertising

Television remains the most effective medium for reaching today's customers and it also is most efficient for introducing people to brands. Advertising through Television allows marketers to show and tell a wide audience your business, product, or service. It allows one to actually demonstrate the benefits of ownership. Television appeals to the literate as well as the illiterate and this is one feature of TV that makes it unique and different from other mediums. Television is treated as "The King" of the advertising media, because TV is the Most Entertaining Media, a majority of people spends more hours in watching TV per day than spending time with any other medium. It combines the use of sight, color, sound and motion. TV has proved its persuasive power in influencing human behavior from time to time. It is popular than other media because of its creativity and impact, coverage and cost effectiveness, captivity and attention, selectivity and flexibility. The interaction of sight and sound offers wonderful creative flexibility and makes dramatic life like representation of products possible. TV commercials can be used to express a mood or image for a brand as well as to develop emotional or entertaining appeals that help to make dull products appear interesting.

4. Perspectives Of Tv Advertisements

Television is an audio – visual medium because one can see and hear. This media is best for advertising and it has widest appeal. Television in our country has become popular. The position of radio publicity is now being gradually taken by TV advertising. TV provides a scientific synchronization of features such as sound, sight, motion and immediateness that no other medium is able to provide so far. That is why, TV is the best selling method ever invented. A variety of techniques are available on TV for the

production of commercial messages like live action, puppet show, cartoons, documentary films and use of music, which can increase the memorability and persuade the audience to buy the product.

5. Types of TV Advertising

5.1. Comparative Ads

Comparative advertising is a common strategy used by companies trying to emphasize claims of superior benefits.



Figure 1

5.2. Emotional Ads

A creative way to connect with viewers through an advertisement is to try to elicit some sort of sentimental feeling from them
Eg-Nestle Alpino



Figure 2: Share with message of love

5.3. Humorous/Funny Ads

In the world of TV Advertising, there's a small time to grab the audience's attention. Being restricted to a very little time means the message must be very strong and catchy. Ad agencies often rely on humor to achieve this. A humorous ad campaign starts with a funny idea, but must be brought to life with clever art direction and great visuals.
Eg- kitkat Dancing baby ads



Figure 3

5.4. Informational Ads

Informational Ads are the ads in which through the benefit of the particular product some useful information is provided. Company tries to advertise its product/service by concentrating on these useful information



Figure 4 :Idea's next social message aims towards 'not getting fooled

5.5. Motivational Ads

Motivational commercials are in a league of their own. They depend on using peripheral processing, making the viewers subconsciously fabricate the purpose and message of the commercial, as well as build an opinion towards the brand name. Because this method is so powerful, companies have begun to look to motivational ads to rake in more profits and loyal consumers.

Eg. Tata agni tea. Jago re



Figure 5

6. Need For The Study

TV advertisements play a major role in making awareness of the products and influence the public to purchase it. But at the same time it leads to confusion among viewers and consumers and the majority of the advertisements falls under the category of false advertisements. The advertisers spend more cost for advertising their products, particularly in electronic media and most of the advertisements in the television are continually repeated. But the reach of the advertisements is unknown. Hence the study attempts to find out the Level of believe on TV advertisements among viewers in Delhi.

7. Objectives Of The Study

- To investigate level of Believe on TV advertisements.
- To find out which kind of TV advertisement attracts more viewers?
- To analyze and compare Different categories of TV Ads

8. Research Methodology

Research methodology is a way to thoroughly solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall research design, the sampling procedure, data collection method and analysis procedure. In this study, Descriptive research was adopted.

Descriptive research study includes surveys and fact-findings enquiries of different kinds, which help the researchers to describe the present situation that makes the analysis about the belief on TV advertisements and helps to reach the objectives.

8.1.Sampling Design

Sampling design is to clearly define set of objects, technically called the universe to be studied. A sampling design is a definite plan for obtaining a sample from the given population.

8.2. Sample Size & Sampling Method

The sample size consists of 176 respondents. Convenience sampling method under Non-Probability sampling was employed in selecting the sample.

8.3. Data Collection Methods

The present study covers both primary as well as secondary data.

8.3.1. Primary Data

It is the first hand information which is being collected by the researcher or his assistant. In this study the primary data was collected through structured questionnaire.

8.3.2. Secondary Data

Besides the primary data, the secondary data was also collected for the study. Websites, books, leading journals and magazines were referred for this purpose to facilitate proper understanding of the study.

8.4. Tools For Analysis

Data collected through Research Schedule were presented in a master table. From the master table sub tables were prepared. In order to do analysis and interpretation of the data simple statistical tools like Simple Percentage analysis, and comparative tools are used.

9. Limitation Of The Study

The Study area was confined to the limited areas of Delhi.

Only selected types of advertisements were taken for the study.

10. Data Analysis And Discussion

10.1. Simple Percentage Method

10.1.1. Demographic Factors Of The Respondents

Gender	Frequency	Percent	Cumulative Percent
Female	104	40.9	40.9
Male	72	59.1	100.00
Total	176	100.0	

Table 1: Gender

Age	Frequency	Percent	Cumulative Percent
18-Less Than 25 Years	84	47.7	47.7
25- Less Than 35 years	80	45.5	93.2
35- Less Than 45 years	8	4.5	97.7
45 &Above 45 years	4	2.3	100.0
Total	176	100.0	

Table 2: Age

Education	Frequency	Percent	Cumulative Percent
10TH	16	9.1	9.1
12TH	12	6.8	15.9
Graduate	84	47.7	63.6
Post Grdt.	64	36.4	100.0
Total	176	100.0	

Table 3: Educations

Preferred ads	Frequency	Percent	Cumulative Percent
Comparative	4	2.3	2.3
Emotional	16	9.1	11.4
Funny	60	34.1	45.5
Informational	56	31.8	77.3
Motivational	40	22.7	100.0
Total	176	100.0	

Table 4: Preferences for Ads

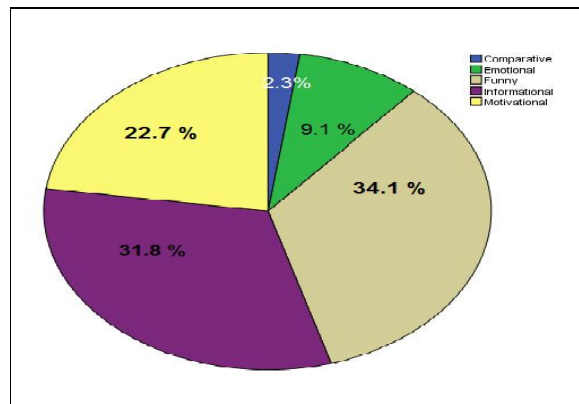


Figure 6

Interpretation.1

From the above table 4, it is clear that most of the respondents like to watch funny ads and after that they prefer to watch Informational ads and then motivational ads. And it is clear from the figure 1 that 34.1% likes to watch Humorous/Funny Ads, 31.8% likes informational ads 22.7% like motivational ads and only 9.1% and 2.3% people like other emotional and comparative ads. So most of people prefer to watch funny and informational TV Ads.

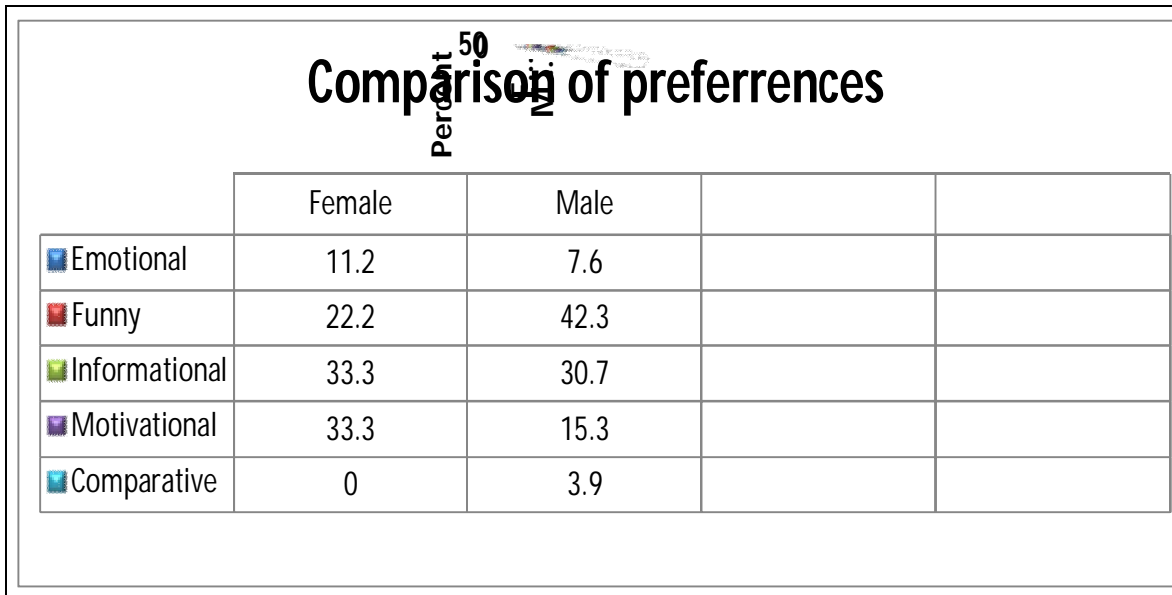


Figure 7

Interpretation.2

From the above comparative graph we can conclude that Females more prefer to watch Informational and motivational ads and after that they prefer funny ads. And on the other hand males like to watch more Funny ads than other ads after that their preference is of Informational ads.

BELIEVE ON TV ADS	Frequency	Percent	Cumulative Percent
NOT AT ALL BELIEVABLE	52	29.5	29.5
LESS BELIEVE	44	25.0	54.5
CONFUSED	24	13.7	68.2
BELIEVABLE	48	27.3	95.5
STRONGLY BELIEVABLE	8	4.5	100.0
Total	176	100.0	

Table 5 : Believe on TV Ads

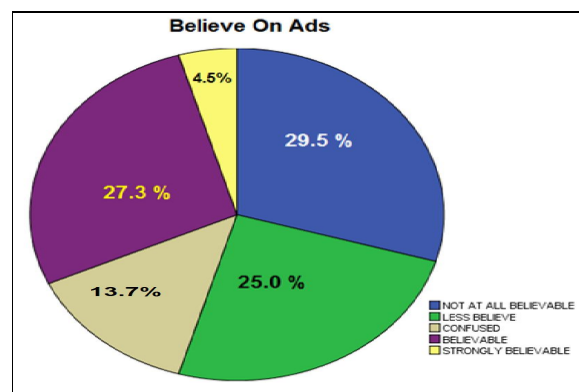


Figure 8

Interpretation.3

It is clear from the above table 5 and figure3 that only 29.5% respondents does not have any believe on TV Ads and 13.7% people are confused about their believe on tv ads. And overall we can say 57% people still have some believe in advertisements on TV.

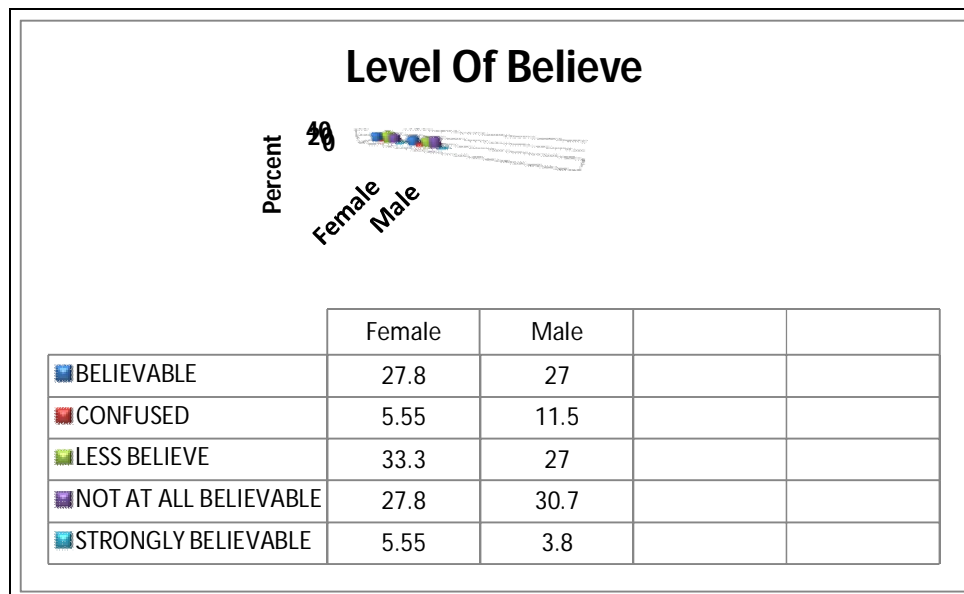


Figure 9

Interpretation.4

From this figure 4 we can conclude that in comparison of males, Females have stronger believe in TV ads. And the % of Males respondents are more than women in case of Not At all Believe.

11. Findings, Conclusion And Suggestions Findings

- 93.2% of the respondents were of age between 18 to 35
- It is clear from the analysis that 57% of the respondents have believe on Ads on TV.
- It is identified from the analysis that 34.1% of the respondents more prefer to watch funny ads on TV. And after this highest preference is of informational ads 31.8%.
- Females more prefer to watch Informational and motivational ads. On the other hand males like to watch more Funny ads than other ads after that their preference is of Informational ads.
- 29.5% respondents does not have any believe on TV Ads and 13.7% people are confused about their believe on tv ads.
- Females have stronger believe in TV ads than male respondents.

12. Conclusion

The study was conducted on “Believe on Television Advertisements among Viewers in Delhi (mostly Young Generation)”. It reveals that the attractive and Funny advertisements are more preferred by the viewers it makes them able to recall the advertisements. But at the same time some viewers opined that the advertisements should have realistic information, must guide them in a proper way, should avoid misleading and confusing the viewers. The findings of the study clearly reveal that the advertisements have both positive and negative impact on viewers but overall people have believe in Advertisements on TV.

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